

PRESS RELEASE

2 December 2015

PANDORA TO ELEVATE PARTNERSHIP WITH JARED IN THE US

As part of PANDORA's effort to improve the branded part of the Company's store network, PANDORA today announces that it will extend the already well-established partnership with US jewellery chain Jared® The Galleria Of Jewelry, operated by Signet Jewelers. As part of the expansion, Jared will upgrade about 200 Jared stores carrying PANDORA jewellery (categorised as PANDORA gold accounts) to include shop-in-shops.

"Jared has been a strong partner of PANDORA in the US for many years, and has played an important part in building the brand in the North America region" says Scott Burger, President PANDORA Americas. "Therefore, we are more than happy to grow the existing, successful partnership with Jared to include a new enriched PANDORA store environment, giving our customers a better shopping experience at retail."

Starting in 2016, Signet will begin the process of installing enhanced Pandora boutiques in some 200 Jared stores, which will increase the PANDORA footprint to approximately 14 square meters (150 square feet) and support the growth of other PANDORA jewellery categories including rings, earrings, etc.

"We are thrilled with our long-term and successful partnership with PANDORA. For more than seven years, Jared guests have come to rely on an extensive collection of PANDORA jewellery matched with a great customer service experience, helping build new relationships," said Mark Light, CEO Signet Jewelers. "The PANDORA brand has been attracting an incremental customer base to Jared for years and we are confident that the more branded presence of a shop-in-shop will serve an even greater number of PANDORA costumers."

Currently, PANDORA's jewellery is available in a total of 239 Jared stores across the US.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. PANDORA jewellery is sold in more than 90 countries on six continents through approximately 9,500 points of sale, including more than 1,600 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 15,000 people worldwide of whom approximately 10,400 are located in Gemopolis, Thailand, where the company manufactures its jewellery. PANDORA is publicly listed on the NASDAQ Copenhagen stock exchange in Denmark. In 2014, PANDORA's total revenue was DKK 11.9 billion (approximately EUR 1.6 billion).

CONTACT

For more information, please contact:

MEDIA RELATIONS

Kristian Lysgaard

Director, Group Communications

Phone +45 4323 1774

Mobile +45 2556 8561